

leisure opportunities

20 SEPTEMBER - 3 OCTOBER 2011 ISSUE 563

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Pickles approves £50m Leisuredome

Community secretary Eric Pickles has approved North Somerset Council's decision to grant planning permission for the £50m Leisuredome complex at the Locking Parklands site in Weston-super-Mare.

St Modwen is leading the £400m transformation of the former RAF site, with local businessmen Mark and Clive Hamilton-Davies behind the proposals for the new multi-purpose leisure facility.

A 210m (689ft) indoor real snow ski slope; a 40m (131ft) climbing wall; and an indoor surfing centre will form part of the scheme, in addition to a health club, a crèche and a children's activity zone.

Local MP John Penrose said: "Weston won't just boast its traditional beachfront with donkeys and candy floss, but a 210m ski slope and the tallest climbing wall in the world."



Leisuredome is set to feature the UK's largest indoor real snow ski slope

It is hoped that work will commence on site by the end of the year, with completion due in early 2013. Sir Robert McAlpine has been named as the primary contractor.



The centre is scheduled to open its doors in 2014

Bannockburn visitor centre plans receive go-ahead

A new Battle of Bannockburn visitor centre is to open ahead of the 700th anniversary of the historic event in 2014 after receiving the green light from Stirling Council.

Historic Scotland and the National Trust for Scotland are behind the scheme, which has been designed by a team fronted by Edinburgh-based Reiach and Hall.

Sinclair Knight Merz; Turner and Townsend; and KJ Tait feature as part of the design team for the project, while Bright White and Ian White Associates are also involved with the development.

Klick Fitness begins roll out

Klick Fitness, the budget arm of Fitness First, has entered the UK market and will have nine clubs operating by the end of September.

The chain opened its first site in Wakefield on 5 September and its second in Bromborough, Merseyside on 15 September.

Further clubs are scheduled to open in Manchester (two) Aintree, Bradford, Ipswich, Sheffield and Stoke, with each Klick Fitness site providing a group exercise studio and functional training areas for small groups.

Jason Worthy, head of central operations for Klick, told *Leisure Opportunities* that the company is looking to open more than nine clubs under the Klick banner.



Klick will operate nine clubs by the end of September

Worthy said: "This is a market that we expect to grow very quickly."

Memberships will be available at a monthly rate of £9.99 and annual rate of £99.99 and is to include a certain amount of classes.

Leisure SMEs forecast 'strong growth'

A survey by private equity group ECI Partners has found that small and medium enterprises (SMEs) in the consumer and leisure sector are forecasting "strong growth" this year.

The ECI Growth Survey revealed that more than three quarters (76 per cent) of firms expect turnover to increase by more than 6 per cent over the coming 12 months.

A third of SMEs are looking at turnover growth of more than 20 per cent, with 70 per cent of businesses are expecting to recruit more staff during the forthcoming year.

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The Leisure Media Company
Portmill House, Portmill Lane,
Hitchin, Herts SG5 1DJ, UK
Tel: +44 (0)1462 431385
Fax: +44 (0)1462 433909
e-mail: please use contacts'
fullname@leisuremedia.com

Subscriptions

Denise Gildea 01462 471930

subs@leisuremedia.com

Editor

Liz Terry 01462 431385

Managing Editor

Tom Walker 01462 471934

Assistant editor

Pete Hayman 01462 471938

Design

Ed Gallagher 01905 20198

Internet

Dean Fox 01462 471900

Tim Nash 01462 471917

Publisher

Julie Badrick 01462 471919

Associate publishers

Paul Thorman 01462 471904

Simon Hinksman 01462 471905

Account Manager

Sarah Gibbs 01462 471908

Property desk

Simon Hinksman 01462 471905

Spa Opportunities & business

development, attractions and museums

Annie Lovell 01462 471907

Financial Controller

Sue Davis 01395 519398

Financial Administrator

Denise Gildea 01462 471930

Circulation Manager

Michael Emmerson 01462 471932

Subscribe to Leisure Opportunities,

Online: www.leisuresubs.com

Email: subs@leisuremedia.com

Tel: +44 (0)1462 471913

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SPORT

Work starts on Old Trafford project

Contractors have started work on a major redevelopment of Old Trafford cricket ground in Manchester, after the scheme was given the green light by the Court of Appeal.

Lancashire County Cricket Club's (LCCC) bid to revamp the venue had been subjected to a legal challenge from Derwent Holdings, which was ultimately unsuccessful.

LCCC is working in partnership with Ask Developments and Tesco on the scheme, which will see £32m invested in new pitches; player and media facilities; and two grandstands.

An extended indoor cricket school and a refurbished pavilion are also planned as part of the redevelopment, which aims to help the ground regain Test match cricket.

LCCC chief executive Jim Cumbes said: "It's with great joy and some relief that we get



Derwent Holdings failed in its legal challenge against the revamp plans

started on the major work to demolish the old stands and build the world-class ground we have been striving for.

"The aim of this project was to bring back the Ashes to Old Trafford in 2013. Now we can start improving our chances of turning that dream into reality."

Robertson unveils refurbished Herne Hill Velodrome

London's last remaining 1948 Olympic finals venue has been given a new lease of life after a new-look track at Herne Hill Velodrome was unveiled by sport minister Hugh Robertson.

British Cycling part-funded the £500,000 refurbishment in conjunction with a bequest

from Leonard Lyes, a life-long track cycling supporter who passed away in 2009.

Work was undertaken following an agreement between the national governing body and the owner of the Herne Hill Velodrome site, The Dulwich Estate.

£2.47m worth of football projects unveiled

Six community football projects, which received combined investment worth £2.47m, have been unveiled across the country in a bid to boost the grassroots game.

The Football Foundation contributed a total of £1.32m to help fund the developments, with a £513,000 scheme in Lawford, Essex, among the new facilities to be opened.

Sir Trevor Brooking officially unveiled the John Lyall Pavilion in Lawford, which aims to provide the local community with a wide range of activities to participate in.

Elsewhere, Archbishop of York Dr John Sentamu helped unveil Poppleton Community Sports Pavilion near York, which boasts four team changing rooms and catering space.



Dr John Sentamu (centre) opened Poppleton's new community pavilion

It is hoped that the new building will offer a 'mathead' for Poppleton Junior Football Club, with the site already including three full-size pitches and six mini-soccer pitches.

2012 park to be legacy 'attraction'

Authorities involved in planning the future of London's Olympic Park are looking to secure the "right mix of attractions for different audiences" in a bid to cement its visitor appeal after the Games.

Shaun Dawson, chief executive of Lee Valley Regional Park Authority, told members of the London Assembly's Economy, Culture and Sport committee there were "great opportunities" for the site.

He told members that the Olympic Park in Munich, Germany, has operated successfully over a 30-year period, despite Bayern Munich football club moving out in 2005.

Dawson said: "[Munich] bought on board Sea Life Centre [the aquarium brand owned by Merlin Entertainments] and that has been a roaring success. It's added another dimension and that was driven by Bayern Munich



IMAGE: GUY/ANTHONY CHARLTON

The specification of the complex will be finalised following consultation

moving out. It's about finding the right mix of attractions for different audiences."

Duncan Innes of the Olympic Park Legacy Company added: "The park itself is an incredible generator of visitors and potential income, though the point about another major visitor attraction is potentially absolutely valid."

£4m community facility for Sheffield

Detailed proposals have been announced for a new £4m community football venue in Sheffield, South Yorkshire.

Sheffield and Hallamshire County Football Association will develop and manage the new Westfield Community Football Centre.

The complex will be located to the south east of the city on a site which used to house an old school sports centre. It will replace eight poorly-maintained pitches and vandalised changing facilities used by about 20 weekend football and rugby union teams.

Facilities at the new site will include a full size third generation artificial floodlit pitch with spectator stands, five-a-side pitches; eight grass pitches for football and rugby; a Fitness



The new football facility is to be developed in the south east of Sheffield

Unlimited-branded health club built and run by Sheffield International Venues; jogging and cycle track; physiotherapy clinic; and classrooms; and changing rooms.

Blue Sky International confirms Port Vale investment

US-based artificial turf supplier Blue Sky International (BSI) will invest £5m into power League Two side Port Vale Football Club (PVFC) over the next year.

BSI said that the investment will go towards the operation of the club, training facilities and

its Vale Park stadium, including the installation of new seating in the Lorne Street Stand.

Additional investment worth £2.5m over a five-year period will go towards new community outreach facilities and £500,000 over ten years for pre-season tours for PVFC players.

Swimming pathway partnership announced

The Amateur Swimming Association (ASA) is to extend its British Gas ASA Learn to Swim framework to under four-year-olds for the first time after reaching an agreement with two commercial partners.

Baby swimming specialists Water Babies and the Institute of Swimming have signed a Skills Pledge to provide education in baby and pre-school swimming.

The deal will provide a seamless swimmer pathway, linking the Water Babies baby and toddler programmes into the British Gas ASA Learn to Swim framework.



Skiplex is eyeing sites in London and SE England

Skiplex planning to open new ski locations

Skiplex has appointed Sports Solutions and Jones Lang LaSalle to identify new locations for indoor ski training centres across London and South East England.

The facilities will form part of Skiplex's expansion plans and will offer indoor training, with users able to learn how to perfect skiing and snowboarding techniques.

Artificial ski slope simulators similar in size to squash courts provide a safe and controllable environment – powered by a hydraulic system – in which to develop skiing skills in an indoor setting.

EUR2.9m funding for Irish sports schemes

More than 50 local authority-backed sports schemes across Ireland are to receive a share of EUR2.9m (£2.5m) worth of investment from the Irish government.

The announcement was made by minister of state for tourism and sport, Michael Ring, with the funding designed to improve facilities and increase participation.

Ring said: "This funding is being allocated to projects which will boost participation in sport, such as outdoor gym equipment and fitness trails, floodlighting and refurbishment of changing facilities."

Tone to deliver NHS initiative in Somerset

Leisure trust Tone has secured a contract to deliver a NHS-funded health project aimed at getting people physically active in Mendip, Somerset.

NHS Somerset tendered out its Walking for Health programme, which provides regular organised walks within the community to improve the wellbeing of participants.

The scheme is currently co-ordinated at a national level by Natural England and Tone will operate two Walking for Health programmes in the Taunton Deane area from July this year until March 2012.



Life Fitness has installed 75 pieces of equipment

Life Fitness completes new University of Bath facility

Life Fitness and the University of Bath (UoB) have completed work on a revamp of the fitness suite at the institution's purpose-built Sports Training Village.

Designed for high performance athletes, students and the local community, the facility boasts 75 pieces of equipment; including 40 from the Elevation Series Inspire.

UoB sales and marketing director Miles Peyton said: "Some of the top athletes train at our facilities and we're also fully open to the public, so it was important that we created the very best training environment."

Derbyshire centre secures refurbishment funding

North East Derbyshire District Council has approved plans to upgrade fitness facilities and improve the energy efficiency of Sharley Park Leisure Centre in Clay Cross.

The £500,000 revamp will include the creation of a new £200,000 fitness suite as well as improvements to energy efficiency – such as work on the centre's heating, mechanical and electrical infrastructure.

The council has considered a number of options for the future of the centre, including a potential new build on an alternative site elsewhere in Clay Cross.

Olympians back new campaign

A new 'social fitness' campaign, which combines play and physical activity, has been launched and backed by two former Olympians.

Steve Backley and Roger Black have been recruited to act as virtual coaches as part of the scheme, which has been devised by the play systems manufacturer, ProLudic.

The new programme is set to provide users with exercise routines, challenges and group games – each accessible online – to be carried out on a range of play equipment.

Sessions by the Olympians can be accessed at a Sports Legacy Zone by scanning QR codes, which smartphones can use to trigger virtual coaching advice and additional information that is 'pushed' directly to the handset.

Play and physical activity sessions will be available for all ages and abilities, from entry-



Steve Backley (left) and Roger Black helped launch the new campaign

level participants, right through to providing expert tips and training programmes for sports coaches and teachers.

The campaign is scheduled to run throughout 2011-12 and will also include seminars, research papers and advice for communities on how to fund new play areas.

Pulse signs up to M Club Spa and Fitness

Pulse will install fitness equipment at the new M Club Spa and Fitness facility in Congleton after entering into a partnership with owner and entrepreneur Mo Chaudry.

Last month, Chaudry acquired the former Esporta Health Club on Festival Heights and now aims to relaunch the new-look facility this month (September).

The partnership will see Pulse provide more than 120 pieces of cardiovascular and resistance equipment from its leading ranges, as well as a five-year service and warranty package.

Pulse has also confirmed that it will install its new gym management software – SmartCentre – in order to help educate and motivate users of best performance and practice.



Mo Chaudry (right) acquired the ex-Esporta Health Club in Congleton

Chaudry said: "[Pulse's] operational experience from their own portfolio of clubs, coupled with an impressive range of new generation fitness equipment has been able to provide me with an efficient turnkey leisure solution."

LC completes £80,000 extension programme

An expanded free weights area and a new spin studio have been unveiled at the LC complex in Swansea, following an £80,000 expansion.

Additional weights and benches have been provided in the free weights area, while the spin studio features new spin bikes; disco

lights; and a sound system. Technogym supplied the gym equipment.

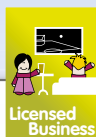
LC general manager Nic Beggs said: "The investment reflected conversations we had with our members and it's been great to see these suggestions come in to fruition."

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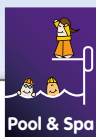
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Health & Fitness



Sport



Pool & Spa



Leisure Facilities

TUESDAY 20th SEPTEMBER 2011

CPD SEMINAR SESSIONS powered by Skills Active in Workshop 4

	SPEAKERS	COMPANY
11.00 - 11.45	Do you really know what makes us fat Ben Pratt	PREMIER TRAINING
12.00 - 12.45	Creating an Outdoor Fitness Business Mike Rollasson	NORDIC WALKING
13.00 - 13.45	Building a Successful Pilates Program Carol Tricoche	STOTT PILATES
14.00 - 14.45	Move The World Magnus Schewing	LAZY TOWN
15.00 - 15.45	EXTREME Circuits Allan Collins	JORDAN FITNESS

QUICK ENERGY CPD MASTERCLASS SESSIONS in the Masterclass Arena

Sponsored by MYZONE and powered by Skills Active

	PRESENTERS	COMPANY
10.30 - 11.00	Stott Pilates® - Fitness Circle® Challenge Amanda Kitchen	STOTT PILATES
11.15 - 11.45	FreeFORM 30 Minute Masterclass Sue Wilkie	PHYSICAL COMPANY
12.00 - 12.30	Unconventional Training - Ropes, Chains, Sleds Allan Collins	JORDAN FITNESS
12.45 - 13.15	Introduction to MVe® Chair Sarah Morelli	STAR TRAC
13.30 - 14.00	CX Worx - 30 Minute Masterclass Les Mills	UK TRAINER TEAM FITPRO
14.15 - 14.45	Gymstick Group Ex Marietta Mehanni	NORDIC WALKING
15.00 - 15.30	Fighting Moves to Funky Grooves Greg Francis	FIT2FITE
15.45 - 16.15	Are you ready to rip it up? Stephen Tongue	ESCAPE FITNESS

WEDNESDAY 21st SEPTEMBER 2011

CPD SEMINAR SESSIONS powered by Skills Active in Workshop 4

	SPEAKERS	COMPANY
11.00 - 11.45	Functional Training Allan Collins	JORDAN
12.00 - 12.45	Stott Pilates - Pilates for everyone Market to ALL members Carol Tricoche	STOTT PILATES
13.00 - 13.45	M-Series Power Paco Gonzalez	KEISER
14.00 - 14.45	How to win the clients you really want Martin Mckenzie	FIGHT FIT TRAINING

QUICK ENERGY CPD MASTERCLASS SESSIONS in the Masterclass Arena

Sponsored by MYZONE and powered by Skills Active

	PRESENTERS	COMPANY
10.30 - 11.00	SPINNING Program Intervals Tricks of the Trade sarah morelli	STAR TRAC
11.15 - 11.45	Dynamic Powerclubs Ben Macdonald	PREMIER TRAINING
12.00 - 12.30	TRX goes into rehab with the SMSTC Course Stephen Tongue	ESCAPE FITNESS
12.45 - 13.15	BOSU Balance Trainer Sue Wilkie	PHYSICAL COMPANY
13.30 - 14.00	Powerbag Training Allan Collins	JORDAN FITNESS
14.15 - 14.45	M-Series Data Paco Gonzalez	KEISER
15.00 - 15.30	Fight Fit Masterclass Martin Mckenzie	FIGHT FIT TRAINING
15.45 - 16.15	Arke - The complete functional training solution Paul Dunn TECHNOGYM WELLNESS INSTITUTE TRAINER	



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Glasgow's Whitehill Pool in line for 'legacy' revamp

Glasgow City Council (GCC) has agreed to press ahead with a £655,000 revamp of the city's Whitehill Pool as part of the legacy from the 2014 Commonwealth Games.

The facility is to benefit from improvements to ensure it can meet local demand when Tollcross Leisure Centre shuts in late 2011 to receive its own revamp next year.

GCC has approved the refurbishment of Whitehill Pool's upper floor, which will create an enhanced and expanded Glasgow Club Gym and community space.



The scheme is for kids aged between two and five

Sportacus joins forces with Change4Life campaign

Public health minister Anne Milton has revealed that Change4Life has recruited superhero television character Sportacus to encourage children become more active.

The healthy lifestyle scheme has partnered with television programme *LazyTown* in order to reach out to young people aged between two- and five-years-old.

It is hoped the collaboration will encourage kids to be more active, with Change4Life packs featuring the *LazyTown* characters to be sent out to 36,000 Sure Start Children Centres during September.

£16m leisure facility planned for Irvine

A £16m leisure centre is to be developed in Irvine under plans for the transformation of the town laid out by the local authority and the Irvine Bay Regeneration Company.

North Ayrshire Council said that the new complex will be built as part of the £25m Irvine Town Centre Regeneration initiative and could open as early as summer 2014.

It is expected that the centre will include a six-lane, 25m pool and a teaching pool; a six-court sports hall; and a 100-station fitness suite. Changing areas; exercise studios; four consultation rooms; and an activity area for children are also proposed.

UK set for National Fitness Day

Free events and activities will take place across the UK on 30 September as part of the first National Fitness Day (NFD), which is designed to help promote healthier lifestyles.

Supported by the Fitness Industry Association (FIA), the NFD concept will see the last Friday in September each year used to encourage citizens to review fitness and nutrition levels.

Schools, workplaces and leisure centres will be among venues to host activities, with people invited to participate in 'empower half hour' at midday on the day.

Organisers of the NFD see September as a period where people look towards new forms of exercise, with *energie* Group reporting an increase in memberships at that point.

energie's Jan Spaticchia said: "September is a key time for the fitness industry and when we



National Fitness Day aims to encourage citizens to review fitness levels

see a significant increase in the number of people taking up a gym membership, which tells us the nation has fitness on their mind."

Meanwhile, events held on NFD will support Teenage Cancer Trust, while 90 fitness clubs are opening up for a combined one-hour workout with more than 10,000 participants.

Abbecroft partners with Liberté Fitness

Abbecroft Leisure has announced that it has teamed up with Liberté Fitness in a bid to provide members with outdoor exercise classes.

The new classes are to be overseen by personal trainers and will run all year round.

Matt Hickey, Abbecroft Leisure's fitness manager, said: "We recognise that not everyone wants to exercise indoors all the time and working with Liberté we will be offering our members access to their popular outdoor classes at a reduced rate."

Liberté Fitness was founded by Papillon Luck in 2009 and currently offers classes in parks and on beaches throughout London and East Anglia. Luck said: "The benefits to training outside with us are immense."



Liberté operates at beaches and parks across London and East Anglia

"We've got a loyal following and we're looking forward to welcoming Abbecroft members and offering them the chance to supplement their normal indoor training regime with a new sociable and fun technique."

BMF announces new tree planting initiative

Outdoor training provider British Military Fitness (BMF) has announced its intention to plant a tree for each new membership that it sells during September.

The project is being run in partnership with Trees for Cities, with BMF looking to donate up

to 1,000 trees across 120 public parks throughout the UK in which it runs classes.

BMF managing director Robin Cope said: "As the UK's only national outdoor fitness company we feel we have a responsibility to the local communities' where our classes run."



Exercise is Medicine

As part of the FIA's Exercise is Medicine seminars, sponsored by Technogym, visitors to LIW will have the chance to see three fantastic sessions outlining the relationship between a person's fitness and their medical health. Contributors include, Alfonso Jimenez from the University of Greenwich; John Searle OBE, chief medical officer from the FIA; and Ben Jones, the Joint Consultative Forum for Exercise Referral, European Health and Fitness Association Technical Expert Group for Exercise Referral and REPS Industry Liaison Group.

This session will take place on Tuesday 20 September, 2pm, Master Theatre 2.

WheyHey

Eat & Drink at LIW is proud to host the launch of a brand new sugar-free ice cream Wheyhey. Wheyhey is the tasty new ice cream treat with a twist; it's actually good for you! It contains 22g of premium whey protein isolate per tub and its sugar free! Visit stand F250 to meet the team behind this innovation and discover more about the world of guilt-free ice cream!

UBM Live launches multi platform exhibition app

LIW 2011 visitors will benefit from an interactive experience with a free smartphone app. The LIW Mobile App, sponsored by CFM and Matrix Fitness, provides easy-to-use capabilities to enhance the overall visitor experience. The Dashboard provides up-to-the-minute information about the show and schedules can be viewed at a glance. Twitter and RSS features stream news to keep users abreast of trends and topics. Alerts allow real-time communications from the show organiser via push notifications, allowing the communication of reminders and tips to prospective visitors – both before and during the show.

Are you a secret FM?

Did you know that six out of 10 people working in FM aren't called facilities managers? If you are responsible for running a leisure facility, health and safety, building maintenance, employee issues or purchasing and supply, you could be one of them.

In a brand new LIW seminar, Ismena Clout, deputy chair of the British Institute of Facilities Management, will give a thorough introduction to the FM profession. She will look at its origins, discuss its importance to UK businesses and evaluate how the role is likely to evolve over the coming years.

Ismena's seminar will also share many valuable hints and tips on effective FM practices, which attendees will be able to take back with them to implement at their organisation. Many of these initiatives will be measureable and will enable leisure industry professionals to demonstrate the value of effective facilities management to stakeholders.



Clout will share hints and tips on effective FM practices at LIW 2011

This session takes place at LIW on Tuesday 20 September, Workshop 2, 2pm-3pm.

Visitors interested in education based around leisure facilities and energy will also have the chance to attend Energy Management at LIW, brought to the show by BRE, FMX, and powerPerformer. These seminars will outline ways in which to produce an efficient culture within the workplace.

Multi installations for Innovative Leisure in 2011



Innovative Leisure has added the new DigiWall climbing experience to its offering for visitors of all ages

Interactive family attractions and climbing wall specialist Innovative Leisure is enjoying great success with its major high ropes courses and other attractions, with several installations being completed during 2011 and many more already contracted.

Several high ropes courses have been installed during the year so far, including examples in England, Scotland, Ireland, Denmark and Cyprus, while most recently two of the company's DigiWall climbing attractions have been opened at UK venues – namely

Kidzworld at the Cornish Market World in Cornwall and Hop Farm in Kent.

Adding a completely new experience to their current offering for visitors of all ages, DigiWall is a climbing wall incorporating handholds that light up and allow climbers to play a wide range of software-based games.

"Increasingly, venues want to offer new, interactive and physically challenging attractions and our product range is providing the solutions they are looking for" said Innovative Leisure managing director Phil Pickersgill.



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TOURISM

£3m Olympic funding for tourism

Culture secretary Jeremy Hunt has announced that £3m is to be allocated from the Olympic budget to help boost domestic tourism across England next year "and beyond".

The investment marks the start of a marketing campaign based around the Torch Relay and the Cultural Olympiad, showcasing the entire nation in the coming months.

It is hoped that the investment will generate additional visitor expenditure of £500m and 5.3 million more short nights taken in the UK over a three-year period.

In addition to the contribution from the Olympic budget, VisitEngland is set to provide up to £2m and private sector match funding will increase the pot to £10m.

Hunt said: "The UK has a wealth of stunning destinations on offer and I want us all



The funding will generate additional visitor expenditure worth £500m

to re-discover the wonderful attractions on our doorstep.

"The Olympic Torch Relay and the Cultural Olympiad will shine the spotlight on some of the most amazing parts of our country. It will be a fantastic opportunity for those areas to sell themselves to the world."

New NITB fund to support event organisers

Northern Ireland tourism minister Arlene Foster has launched the Northern Ireland Tourist Board's (NITB) new Tourism Events Funding Programme for 2012-13.

The NITB initiative aims to support organisers planning events across Northern Ireland

between 1 April 2012 and 31 March 2013, with 10 criteria to help determine applications.

Two strands are open to organisers, with the first supporting major events attracting a high-level of visitors and global exposure. The second will back national events.

VisitEngland unveils accessibility tool

National tourism agency VisitEngland has launched a new version of its Access Statement Online Tool, aimed at helping businesses cater for visitors with access needs.

The new accessibility tool provides detailed guidance on the accessibility information required on all aspects of the visitor experience.

Guidance provided by the tool includes tips on how to write a general introduction describing the location and summarise any specific services and facilities suitable for people with access needs.

VisitEngland skills, welcome and accessibility manager Ross Calladine said: "People with access needs require specific information about a venue in advance in order to be able to



The tool aims to help businesses accommodate people with access needs

make an informed decision about whether an establishment can cater for their needs."

The agency is also working with partners to provide tailored guidance for experiences visitors can have when on holiday in England.

Growth for Active IQ



Active IQ growth continues with new qualifications and approved centres

Active IQ, the UK's leading Ofqual approved awarding organisation in the active leisure sector, is reporting healthy growth in 2011 which looks set to continue in 2012. They continue to offer an unrivalled solution to qualification delivery and exceptional customer care for over 350 approved training providers nationally and internationally.

Active IQ is also the exclusive distributor of the highly-acclaimed NASM® courses and has accredited more than 45 qualifications from Entry Level to Level 4 residing on the Qualifications and Credit Framework. Their success and growth in this sector is being attributed to its growing network of approved training providers plus its expanding portfolio.

Meeting the needs of the industry

Their portfolio of qualifications support clearly defined career pathways that are accredited and regulated by Ofqual and supported by SkillsActive, the Sector Skills Council for Active Leisure, Learning and Wellbeing. Every qualification is developed to meet the needs of the health and fitness industry and is based on extensive research and experience of the sector.

Active IQ has built a reputation of designing the very best world class qualifications. One of its most recent qualification additions is the Level 4 Certificate in Exercise and Nutritional Interventions for Obesity and Diabetes (QCF), which covers trends and statistics exposing myths and truths and looks at scientifically supported strategies to manage obesity and diabetes through exercise and nutrition. Other new qualifications

Active IQ's qualifications are the best foundation to build a career upon



Active IQ is the only place to go for a total solution to qualification delivery

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Suzy Gunn, Executive Director for Active IQ, comments:

"It's an exciting time to be working at Active IQ. The active leisure industry is constantly changing and we're fortunate enough to be able to evolve with it and develop qualifications to exceed the demands of this dynamic industry. Since 2006 we have grown our portfolio of qualifications from 5 to in excess of 45 and we're not ready to stop there! The next 12 months look set to be busy and exciting for us, our stakeholders and the industry."

The increase in approved training centres

With the number of approved training providers continuing on an upward spiral, one of Active IQ's most recent additions is North Hertfordshire College. Following the announcement that North Hertfordshire College have been awarded National Skills Academy status for Sport and Active Leisure, the college is working closely with Active IQ in order to deliver apprenticeships and vocational qualifications. James Luscombe, Advanced Learning Practitioner,

from North Hertfordshire College says:

"We're pleased to be working with Active IQ on our fitness and active leisure training. Their support is fantastic and the resources they provide are very easy for the students to use. As a training provider we need to offer a variety of learning options to suit different student groups - from full to part time. The flexibility Active IQ provides is great and enables us to offer bespoke delivery methods including work based learning and e-learning." Other centres that have been granted Active IQ approval, include Formula GFI, a Midlands-based Training Provider, which delivers youth training across the region. Formula GFI is working with Active IQ to upskill and train local young people between the ages of 16 to 18 in exercise and fitness, which will provide local part-time employment opportunities. Active IQ will also be working with newly established Fitness training provider, Personal Training Qualifications (PTQ) across its six UK venues as well as the largest Pilates training provider in the UK, Body Control Pilates.

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Research highlights our sector's vital role



UFI IBRAHIM
is chief executive of
the British Hospitality
Association

The hospitality industry plays a vital role in both the economic and social life of communities throughout the UK. But how do we communicate this to decision-makers in national and local government?

The BHA is soon to release publications – one for the UK and one each for Scotland and Wales – emphasising the impact of the hospitality industry on local jobs, local wealth creation, culture and heritage. They represent the first crucial steps to unlocking the industry's potential for regeneration and rebalancing growth across the UK.

The publications will set out research, commissioned by the BHA and undertaken by Oxford Economics, which identifies each local authority in the UK and the contribution made to it by the hospitality industry in terms of employment and Gross Value Added – that is, net wealth creation. One noticeable fact emerges from the research: in only 22 of the UK's 406 local authorities does the industry's share of total direct employment fall below five per cent.

The results are clear and may not surprise those in the sector who recognise the role of hospitality to the economy. In the hotel industry in the last decade, capital investment has reached £25bn with more than 1,100 new hotels, refurbishment of existing properties and the opening of new restaurants and attractions. More investment is planned for the future – investment which will benefit almost every local economy.

No-one can accuse the industry of sitting on its hands in recent years. With more than 110,000 new hotel rooms in all price categories, hoteliers are clearly meeting the international competitive challenge. It is unfortunate, then, that the present 20 per cent rate of VAT makes the UK highly uncompetitive on price across Europe.

Hospitality needs support at both a national and local level. Not only do we need Westminster to recognise that the industry's potential will never be realised for as long as the UK remains uncompetitive in Europe on price but, in every local plan, a hospitality blueprint should be an essential part of an area's policy-making and of its economic and social structure.

HOTELS

London 2012 preparations 'on track'

New research from Deloitte has revealed that more than half of UK firms in the travel, hospitality and leisure sector are "on track" with preparations for the 2012 Games.

According to the *Games Readiness* study, 55 per cent of firms are progressing with their preparations, although 37 per cent admitted they were currently behind schedule.

The amount of travel, hospitality and leisure businesses that believe they are on target with their preparations with less than a year to go compares with 32 per cent in 2010.

Staff availability is still one of the main challenges facing the sector, with nearly half (49 per cent) highlighting concerns over personnel shortages during the Games.

Graham Pickett, head of travel, hospitality and tourism at Deloitte, said: "London



Businesses are progressing with preparations as the Games move closer

2012 represents a significant and very timely opportunity for most UK travel, hospitality and leisure operators.

"London 2012 is an immovable deadline and businesses in this sector must recognise that they now need to act quickly to make the most of the opportunity."

Margate boutique hotel plans move forward

Thanet District Council (TDC) has revealed that plans to transform Margate's historic Fort Road Hotel into a new boutique property have now taken a step forward.

Expressions of interest are now being sought for the site after it was acquired by the

council in December 2010 through the use of a Compulsory Purchase Order.

Architecture students from the University of Kent are already looking at how the hotel – one of the few remaining recognisable from JMW Turner's day – can be brought back into use.

Hotel groups in 'carbon reporting' venture

Marriott International, Accor and InterContinental Hotels Group have joined forces as part of a new scheme to reach consensus over the calculation of carbon footprints.

The Carbon Measurement Working Group is being driven by the International Tourism Partnership and the World Travel and Tourism Council, which aims to agree a single methodology for measuring carbon impact.

Premier Inn; Wyndham Worldwide; Mövenpick Hotels and Resorts; Hilton Worldwide; MGM Resorts International; Hyatt Hotels and Resorts; Red Carnation Hotel Collection; and Fairmont Hotels and Resorts; and Starwood Hotels and Resorts are also involved with the venture.



IHG is one of a number of hotel operators participating in the initiative

A multi-phased approach will see the working group engage a number of stakeholders, with aim of the first phase to have the standards available for the 2012 RFP season.



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ARTS & CULTURE

MGS to consult on new national strategy

Museums Galleries Scotland (MGS) has announced that it is consulting on the development of a national strategy for the sector, which started on 16 September.

A document prepared by the organisation was launched at the Collaborating to Compete conference in Edinburgh. An online consultation has also started and will be open for eight weeks.

Two 'major' consultation events are due to take place in October and November, with MGS aiming to launch its final strategy for the Scottish sector in January 2012.



Participants include the Iraqi Theatre Company

World Shakespeare Festival 2012 launches

More than 50 arts groups and thousands of UK and international artists are to take part in the World Shakespeare Festival (WSF) 2012, supported by founding partner BP.

The festival – produced by the Royal Shakespeare Company – will celebrate the role of Shakespeare as the “world’s playwright”, with 70 events scheduled.

More than 1 million tickets are due to go on public sale from 10 October for a range of 70 events; exhibitions; and productions, with partners including the National Theatre and the BBC.

More funding for Lincoln culture and tourism

Tourism and cultural services in Lincoln will benefit from additional investment worth more than £450,000, following an agreement by the local authority.

The City of Lincoln Council (CLC) will provide funding for the newly-formed Visit Lincoln Partnership and the upkeep of the existing Visit Lincolnshire website.

Meanwhile, CLC will also increase its financial contribution to Lincoln Arts Trust for continued provision of cultural arts events at Lincoln Drill Hall, which was taken over by the trust in 2010.

Tate Modern to open new spaces

Tate has announced that the first phase of its new Tate Modern development in London is to open its doors to the public next summer – part of the London 2012 Festival.

The former power station's Oil Tanks – circular spaces 30m (98ft) across and 7m (23ft) high – are to provide dedicated space for showing “art in the live form”.

In addition to the industrial chambers, neighbouring galleries will provide new spaces for the attraction to display its collection of artworks. The tanks will also offer new learning areas.

Tate trustees revealed that the completion of the first phase had been made possible through a number of donations that had helped raise 70 per cent of the £215m development cost.

Phase two of the development, which will provide more floors of galleries and increase



The site's former Oil Tanks will be brought back into use at Tate Modern

Tate Modern's exhibition space by 70 per cent, is not due for completion until at least 2016.

Lord Browne, chair of the Tate trustees, said: “Once completed, the new Tate Modern will represent the most important new building for a national arts organisation in the UK since the creation of the British Library in 1998.”

New name for Scottish arts institution

The Royal Scottish Academy of Music and Drama has changed its name to the Royal Conservatoire of Scotland to reflect its “rich breadth of artistic disciplines”.

Founded in 1847, the institution aims to offer “specialist learning” in dance, drama, music,

production, and screen through undergraduate and postgraduate programmes.

Next year will also see the launch of the Royal Conservatoire of Scotland's new curriculum in a bid to meet professional companies' demand for “reflective, adaptable artists”.

Work to start on £20m Doncaster venue

Vinci Construction is to start work on a new multi-million pound performance venue in the centre of Doncaster – part of the town's new Civic and Cultural Quarter.

Doncaster Council is working with Muse Developments on the project, which secured £2.1m from Arts Council England and will see the new venue open in spring 2013.

A 600-seat auditorium; a 200-seat/400-standing flexible performing space; drama and dance studios; education facilities; and a foyer will form part of the centre.

Other facilities will include a bar; a box office; dressing rooms; ancillary spaces; and a café, while a large area of public realm is also proposed to complement the venue.



Doncaster's new arts venue will incorporate a 600-seat main auditorium

Doncaster mayor Peter Davies said: “The new venue is far more than a direct replacement of the Civic Theatre, it will offer something for everyone to take part in or enjoy.”

Blackpool Tower attractions open

Blackpool Council has hailed a "major milestone" in the transformation of the resort, after Merlin Entertainments opened two new attractions at the iconic Blackpool Tower.

The visitor attractions operator has opened the Blackpool Tower Eye observation platform and the Blackpool Tower Dungeon – six months ahead of the initial schedule.

It marks the completion of the first phase of a multi-million pound restoration project, which has seen a 'Skywalk' and a 4D cinema added as part of the 'Eye' experience.

Both attractions will complement the existing Tower Ballroom and Tower Circus as Merlin works with the local authority to rejuvenate the resort's tourism appeal.

Blackpool Council cabinet member for tourism and culture Graham Cain said: "With the



Blackpool Tower now comprises an Eye-branded observation platform

council's vision, Merlin's expertise and drive, and the support of our funders these figures are set to increase even further.

"Tourism is the town's key revenue driver – and we have to get this right in order to deal successfully with some of the social programmes which are important to the town."

ZMMA to design V&A Museum scheme

Zombory-Moldovan Moore Architects (ZMMA) has been appointed by London's Victoria and Albert (V&A) Museum to design its new Europe 1600-1800 Galleries.

The scheme is the largest gallery revamp to be undertaken as part of the V&A's FuturePlan programme, which will lead to the transformation of the iconic London heritage attraction.

Located at basement level along the Cromwell Road and Exhibition Road, the galleries have access points for both the Grand Entrance and Tunnel Entrance.

The refurbishment will include the removal of 1970s cladding to uncover the original Aston Webb architecture, opening up more than 350sq m (3,767sq ft) of unused display space.



Around 1,000 objects will go on show in the V&A's revamped galleries

Around 1,000 objects exploring European art and design from between 1600-1800 will go on display in the revamped galleries when they reopen in 2014, including examples of textiles, painting and ceramics.

Lake District zip wire plans rejected

Plans for the development of a new zip wire attraction from the peak of Fleetwith Pike to the car park at Honister Slate Mine near Keswick, Cumbria, have been dismissed.

Lake District National Park Authority (LDNPA) members rejected proposals for

the 1,200m (3,937ft)-long single cable from the summit of the 658m (2,159ft) mountain.

Supporters of the project said that the scheme would boost the local tourism economy, while opponents expressed fears over the visual appearance of the national park.



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Source: Turner Media Innovations, Holiday & Day Out research 2011





The £100m LEEF is part of a wider mayoral drive

£100m fund to 'green' London's buildings

London mayor Boris Johnson has revealed that hundreds of public buildings across the capital are to benefit from environmental upgrades through a new £100m fund.

Investment will be made available as low-cost loans towards green projects, which will include the installation of efficient lighting systems and boiler upgrades.

The new London Energy Efficiency Fund (LEEF) is part of a wider drive by the mayor to retrofit London's buildings and help lower carbon emissions from public buildings, as well as reducing energy costs.

Downing unveils plans for new London development

A leisure centre and swimming pool is to form part of a new mixed-use development being proposed for Vauxhall, south London, by property group Downing.

Designed by Feilden Clegg Bradley Studios, the 32-storey tower will boast around 580 student bedrooms and will transform a site on South Lambeth Road.

Under Downing's proposals, the 20m swimming pool will be visible through a glazed frontage onto South Lambeth Road, with it and 10,000sq ft (929sq m) leisure centre open to the public.

Manchester development sale completed

Jones Lang LaSalle and Cortex have completed the £20.1m sale of the mixed-use Circus complex in Manchester on behalf of LaSalle Investment Management.

The Circus currently includes a 228-bedroom Premier Inn hotel and ground floor retail/leisure units, as well as a casino operated by Genting Casinos UK. It has been acquired by Circus Invest.

Located on the corner of Oxford Street and Portland Street, the site was developed 11 years ago and features a JD Wetherspoons and a Barracuda Pub Company outlet.

Galliford Try to build £80m NEC complex

Galliford Try has announced that it has been selected as Genting UK's preferred contractor for the £80m Resorts World at The NEC leisure and entertainment development.

The 55,000sq m (592,015sq ft) complex is expected to feature a Genting-operated casino; a hotel; a spa; a banqueting/conference centre; food/drink outlets and a multi-screen cinema.

It is hoped that work will commence during the first quarter of 2012, with Resorts World at The NEC currently scheduled for completion during the first quarter of 2014.

Galliford Try chief executive Greg Fitzgerald said: "We are delighted to be selected as preferred bidder for what will be one of the most



Resorts World at the NEC is to be completed in the first quarter of 2014

significant leisure and entertainment developments to be built in the UK in recent years."

A large casino premises licence for the complex was secured by Genting UK in June.

WNC unveils new £5m arts centre

West Nottinghamshire College (WNC) has unveiled a new £5m creative arts centre – Create – as part of a wider programme to transform its Derby Road campus.

The new arts venue is set to offer performance, media, and music students with facilities including workshop and rehearsal space; a 150-seat performance theatre; and arts and dance studios.

WNC is also hoping that Create is to become a hub for local musicians, performers and touring companies, in addition to accommodating its students.

Create is the first phase of a wider £24m programme, which will see a series of developments at the institution and the adoption of a new identity – Vision West Notts.

Another phase was given the go ahead on 31 August, with Mansfield District Council



WNC's new Create facility incorporates a 150-seat performance theatre

approving a new six-court sports hall; a sports science lab; a spectator area; and modern changing facilities.

Work is now set to start on the new sports facility – to replace WNC's existing gymnasium – in November, following the decision. Taylor Young are the architects for both schemes.

New public realm planned for Southampton

Southampton City Council has successfully secured £550,000 of funding towards the creation of a newly-landscaped area of public realm outside the new Sea City Museum.

Planning permission has been granted for the scheme, which will include landscaping

works and visitor cycling storage provided ahead of the attraction's opening next April.

Forming part of a new Cultural Quarter for Southampton, the Sea City Museum will feature two permanent galleries and has been designed by Wilkinson Eyre Architects.

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Hotel Training School proposals submitted

Chesham Estates has submitted its planning application for the development of a new Hotel Training School, which is to transform a site in the heart of Bournemouth.

The development will form part of Bournemouth Borough Council's (BBC) Town Centre Vision and will feature a 200-bedroom property with leisure facilities and training space for students.

International hotel operator InterContinental Hotel Group (IHG) is in "detailed discussions" over the operation of the new hotel under its Holiday Inn brand.

Scheduled to open its doors to the public by autumn 2013, both Bournemouth University and Bournemouth and Poole College have signed up to be responsible for providing the



IHG is thought to be in "detailed talks" over running the hotel element

hospitality training element of the resort's Hotel Training School development.

BBC cabinet member for major projects Ian Lancashire said: "This will safeguard excellence in our hospitality industry, protecting our reputation as a premier seaside destination."

ECB in partnership with university

A new partnership between the England and Wales Cricket Board (ECB) and the University of Gloucestershire (UoG) has been announced, which is designed to provide elite coaching courses.

The organisations – working with higher education development unit Nexus – have unveiled a validated programme of postgraduate-level study for coaches working at the highest level.

Offering a combination of work-based learning and academic studies, the course will offer a route into the final year of a Masters degree, completed through a dissertation.

Individuals who complete the programme will receive both a Postgraduate Diploma in Personal and Professional Development and the United Kingdom Coaching Certificate Level 4 Award in Coaching Cricket.



The programme of postgraduate-level study is designed for elite coaches

The ECB's tutors will deliver the course, supported by UoG senior lecturer in sport and exercise psychology Dr Stewart Cotterill.

ECB head of elite coach development Gordon Lord said: "This represents a major step forward in the development of coaching as a profession."

University of Leicester unveils museums scholarship

A scholarship to support doctoral study into digital heritage and collections management is to be launched by the University of Leicester (UoL) School of Museum Studies.

Funded by the Collections Trust, the launch of the new programme comes as a partnership

between the institution and the trust enters its second year in 2011-12.

UoL's School of Museum Studies is the sole UK provider to have a formal arrangement with the trust and includes the provision of a specially-constructed curriculum.

Mentoring scheme proves inspiring!



DEE SMITH

is head of programmes at The Springboard Charity

Springboard has been working with the Savoy Society Mentoring Scheme for three years, and following assessment days in July at the Westminster Bridge Park Plaza, London, 41 students have successfully been chosen to join the scheme as a 2011 Mentee.

Launched in 2009, The Savoy Society Mentoring Scheme started with 15 mentors and mentees, growing to 26 in 2010. It has seen rapid growth, which in turn has enabled hospitality professionals from the St Julian Scholars, HOSPA (formerly BAHAA) and various sectors including FSM and restaurants to get involved.

Mentors from such establishments as The Travellers Club, Boodle's, The Goring, The Balmoral and Marriott have been attracted to the scheme. Each has pledged at least two years in which to provide invaluable guidance, influence and access to networks that could inspire talent to stay the course, complete their degrees and join the industry.

The scheme, which will continue to expand, is providing an imperishable legacy by changing the mindset of some of the mentees. The 2009 cohort have finished their process this year, however many, if not all, continue to work with their mentor.

Support from the mentors over the years is priceless, according to recent graduates. Alumni evenings are a fantastic opportunity, not just to catch up with new friends and colleagues, but also to celebrate what can only be described as a highly innovative scheme that helps retain future talent.

The Springboard Charity was selected to manage the programme on behalf of the Savoy Society. Career progression and development is a central focus of our work and scheme complements its aims and ethos well. Supporting the future of hospitality is key and seeing this scheme grow from strength to strength is inspiring.

As 2012 approaches, we look forward to welcoming and encouraging more universities to get involved to reach a larger pool of hospitality management students.



LEARN WHILE YOU EARN

Apprenticeships and training programmes can help you forge a path in leisure

A recent national survey commissioned by training provider Lifetime revealed that 90 per cent of employers value a school leavers' ability to bring enthusiasm and fresh ideas to the work place; news that will bring a sigh of relief to school leavers across the country.

For many young people, the next few months will be life changing. With exams a distant memory, now is the time for school leavers to consider how they will take their next steps into the working world of leisure.

But, with the ever changing landscape of the fitness industry, what qualifications and training options offer the best opportunity for young people to gain employment in an active leisure setting? *Leisure Opportunities* talks to some of the main players in the fitness industry about what is required of young people and how best they can meet the needs of employers in the sector...

Stephen Studd, chief executive officer of SkillsActive, says; "Gaining the right qualifications in sport or active leisure enables

a young person to turn a hobby or sporting passion into a worthwhile career, while delivering fresh talent in to the sector.

"However, previously, the industry lacked training programmes that equipped individuals with transferable skills and industry wide qualifications. On entering the sector without the correct skills and, with little direction or support, we saw many young people leave just a few years later."

A new direction for school leavers...

"Today, there are training structures in place that complement a school leaver's needs and career goals; employers and training providers are able to work closely together in the development and delivery of courses such as apprenticeship programmes.

"In developing training courses collaboratively, upon employment of an apprentice, employers are able to mould a school leaver to their organisation's needs and, in turn, the individual benefits from 'hands on' learning," Studd says.

In working closely alongside employers, training providers play a key role in delivering courses that effectively cater for the needs of the industry as a whole, translating those needs to course syllabuses.

Nigel Wallace, development director at Lifetime Fitness Academy, says: "From our survey of 2,000 employers, 66 per cent advised that young people would benefit greatly from being taught employment-related skills such as communication, teamwork and customer awareness.

"This is where, as a training provider, we are developing our Academy programmes to give school leavers an edge when considering their next steps into employment. The Lifetime Academies gives young people the opportunity to gain pre-employment training, covering skills such as customer service, before they apply for apprentice positions.

"This training is free of tuition fees and directly addresses the needs of the large range of employers we work with, giving learners a clear pathway into employment.

Training providers play a crucial role in delivering programmes that meet the needs of sector employers

CASE STUDY

Matthew Harrison - Helio Fitness

Where are you working and what is your position?

Trainee personal trainer at Helio Fitness in Bolton, Greater Manchester.

What does your day-to-day role include?

I currently spend my day on the gym floor working as a gym instructor while I train for my personal trainer qualifications. As a gym instructor, my responsibilities include new member inductions, gym tours, converting leads into membership sales and retaining our members.

What attracted you to the leisure industry?

I have always enjoyed being active and couldn't stand the thought of sitting in an office. Therefore, I needed a job that offered variety and the leisure industry was the perfect choice for me.

What attracted you to this particular sector?

I like to keep fit and healthy and wanted to encourage others to have the same attitude toward fitness.

How easy was it to find a job?

I was very lucky and was able to find a job within a week of sending my CV out to local gyms.

What advice would you have for school leavers looking to get into the industry?

I would definitely recommend the apprenticeship route; I found the Lifetime course was a great way to learn with a mix of classroom learning and then an apprenticeship placement to give hands on experience in a working life situation. If you have a passion for fitness, pursue it, it really is worth following your dreams. Is there anything you would do differently if given the chance?

I started off doing A-levels at college but soon realised that the classroom wasn't the best way for me to learn. Given the chance to start again, I would go straight into an apprenticeship so I could have entered the industry sooner.



"While in employment as an apprentice, young people can go on to train for industry recognised qualifications and gain valuable 'hands on' experience; qualities that employers are telling us they want from young people these days.

"The Lifetime Fitness Academy now aims to offer young people a valuable foundation in fitness and access to an apprenticeship with the opportunities to work with the best leisure operators in the country."

Craig Jones, operations director at Health Lifestyle Activities Provider, Fit For Sport, says: "The health and fitness industry is an attractive industry for young people and it lends itself to the apprenticeship model, offering career development as well as qualifications.

"Rather than spending hours in the classroom, young people can benefit from learning real life skills, on the job and in a leisure setting. From an employer's



Is working in the leisure industry what you expected?

Yes, the industry interested me because it offers such variety and this is exactly what my job gives me, no day is the same.

What are the best aspects of the leisure industry?

I love the variety that every working day offers and the fact that I have turned my fitness hobby in to a career through my programme with Lifetime.

And the worst?

I'd say the worst is probably working in shifts however there are ways around this. For example, once I complete my Level 3 Personal Training qualification, I will be able to work more regular hours.

How did you find out about the apprenticeship scheme that you attended?

I found Lifetime's Multi Skilled Fitness Instructor Apprenticeship programme on the internet, I'd searched a number of career advice and job websites but when I saw Lifetime's programme it sounded ideal so I applied.

How useful was the apprenticeship?

Would you recommend it to others?

I wouldn't be where I am today without my apprenticeship programme, I found it both engaging and the perfect route into the industry I wanted to work in. I would definitely recommend it to others.

Matthew has completed his Lifetime Fitness Academy Apprenticeship and is now looking forward to completing his Personal Training qualification. To find out more please visit www.lifetimefitnessacademy.co.uk/for-you/lifetime-fitness-academy or call Lifetime on 0845 123 8515

perspective, operators are also able to tailor their programmes specifically to meet the needs of the business and their customers."

Jones adds that Fit for Sport is also the provider of both accredited training and employment options for young apprentices.

Stand out from the competition...

However, as with any industry, the job market is competitive and employers will have a range of work-ready individuals to choose



A wide range of courses are on offer across the UK to help school leavers find a job in health/fitness

from when it comes to filling positions, so it is essential that school leavers distinguish themselves from their peers.

Wallace describes how Lifetime is developing its entry into employment training programmes, to help school leavers to gain a job and stand out from other young people: "In response to the feedback we have received from the employers we work with, we have developed our programmes to provide learners with a clear development path consisting of three key components: pre-employment skills training delivered via our Early Years Care and Fitness Academies, support into a relevant job and access to an apprenticeship programme offering on the job training and skills development.

"Through our Fitness Academy, for example, school leavers can expect to enhance their skills in areas such as customer service and first aid, in addition to learning the more technical qualifications in fitness, delivering well rounded individuals to fitness related apprenticeship positions.

"In addition to delivering training solutions that meet the needs of employers, small to large across the industry, we also deliver employer specific courses to meet individual business needs. Our recently developed bespoke fitness programme with Leisure Connection, for example, allows for young people to train for a position as an apprentice with the operator, earning from day one, and directly delivering against the organisation's needs," Wallace adds.

We as an industry must ensure young people are provided with a clear path to aid their career progression

An operator that works closely with Lifetime to upskill and develop its new and existing staff is DC Leisure. Richard Millard, sports development and operations support director at DC Leisure, says: "A set of employees who are fully trained with role relevant qualifications is the most valuable asset that can differentiate a club and impact upon its customers' experiences."

The perfect employee...

But, with training providers delivering hundreds of quality school leavers to apprentice positions per year, how do employers go about finding the best employees for the jobs on offer?

The National Skills Academy for Sport and Active Leisure (Skills Academy) is aiding employers with their search with the launch of a free, new job matching website, helping employers to find talented, work ready candidates, www.activegraduates.com.

The service allows employers to search for new recruits from the ActiveGraduates database, which contains the profiles of hundreds of young people who have successfully completed the Future Jobs Fund programme, a scheme which trained and placed 5,000 young people over two years.

The service is free – employers simply need to inform the Skills Academy when they hire from the site.

Florence Orban, chief executive of the Skills Academy, says: "Each ActiveGraduate has undergone quality assured training in areas such as sales and administration, first aid and fitness and coaching. They also have six months, hands-on work experience in the sport and active leisure industry, making them an attractive option for employers.

"The young people on this website are competent, qualified and ready to take the next step in their career. They are passionate about working in the sport and active leisure sector so are perfect for employers looking to find people who will be able to hit the ground running as well as spend their career in the sector."

Climbing the ladder...

"Once young people have made the decision to enter our sector, we as an industry must ensure they are provided with a clear path to aid their career progression and climb the leisure ladder," says Studd. "The launch of the Skills Protocol by SPELG addresses these needs, aiming to create a single qualification structure led by employers."



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Fitness Professional, *Energie Group, Newport Pagnell, UK*
Aquatic Officer, *Amateur Swimming Association (ASA), Notts / Lincs UK*
Customer Experience and Brand Manager, *University of Sheffield, Sheffield, UK*
General Manager, *Bootcamp Pilates, Fulham, London, UK*
Military Fitness Instructors, *British Military Martial Arts, Nationwide, UK*
Regional Sales Agents - Health and Fitness Equipment, *Fit Quote, Nationwide, UK*
Regional Manager - North, *ICON TRAINING, North East/West and Yorks and Humberside*
Business Manager - Commercial, *ICON TRAINING, Nationwide, UK, UK*
Business Manager - Apprenticeships, *Icon Training, Nationwide, UK*
Regional Manager - South East, *Icon Training, London, Essex and South East coast*
Personal Trainers, *Pure Gym Limited, Various Locations, UK*
Coach Soccer, *New York Red Bulls, USA, United States*
Fitness instructor/PT, *Energie Group, Redditch, UK*
Spa Therapist, *Alton Towers Resort, Staffordshire, UK*
Pilates Tutor (Sessional / Hourly Paid), *East Surrey College, Redhill, Surrey, UK*
General Exercise Tutor (Sessional/Hourly Paid), *East Surrey College, Redhill, Surrey, UK*
Body Tone Tutor (Sessional / Hourly Paid), *East Surrey College, Redhill, Surrey*
Customer Service Assistant, *Tone Leisure, Churchill, UK*
Yoga Tutor (Sessional / Hourly Paid), *East Surrey College, Redhill, Surrey, UK*
Badminton Tutor (Sessional / Hourly Paid), *East Surrey College, Redhill, Surrey, UK*
Running Club Tutor (Sessional / Hourly Paid), *East Surrey College, Redhill, Surrey*
Dual Sales and Gym Instructors, *Energie Group, Harrow, UK*
Membership sales advisors, *Energie Group, Harrow, UK*
Party Buddy, *Tone Leisure, Wellington, UK*
Assistant Squash Coach, *Tone Leisure, Wellington, UK*
Leisure Attendants, *Tone Leisure, Taunton, UK*
Marketing Assistant (temp-perm), *Valley Leisure Ltd, Andover, UK*
Receptionist, *Energie Group, Southampton, UK*
Membership Manager, *Energie Group, Epsom, UK*
Fitness Consultant, *Energie Group, Southampton, UK*
Gym Instructor, *Energie Group, Beckenham, London*
Sales Consultant, *Energie Group, Southampton, UK*
Freelance Female Personal Trainer, *Energie Group, Beckenham, London*
Personal Trainer, *Energie Group, Rotherham, UK*
Membership Sales Advisor, *Energie Group, Cannock, UK*
Trainee Business Development Manager, *Energie Group, (Liverpool), UK*
Dual Fitness Instructor and Sales Promotor/
Advisor, *Energie Group, (Liverpool), UK*
Direct Sales and Marketing Consultant, *Energie Group, (Liverpool), UK*
General Manager, *Namco Operations Europe Ltd, Tamworth, UK*
Sports Supervisor, *University of Essex, Colchester, UK*
Spa Operations Manager, *Armthwaite Hall Hotel & Spa, Cumbria, UK*
Spa Manager & Health Club Supervisor, *Leisure Force, UAE*
Operations Manager, *The Nail Spa, Dubai, UAE*
General Manager, *Greenwich Leisure Ltd, North London, UK*
Service (Assistant) Manager Operations, *Greenwich Leisure Ltd, East London, UK*
Service (Assistant) Manager Sales, *Greenwich Leisure Ltd, Covent Garden, UK*
Duty Manager, *Company: Greenwich Leisure Ltd, Hackney, East London, UK*
Gym Manager, *The Gym Group, Guildford, UK*
Programme Co-ordinator, *Greenwich Leisure Ltd, City of Westminster, UK*
Assistant Manager Operations, *Greenwich Leisure Ltd, City Of Westminster, UK*
Duty Manager - Queen Mothers Sports Centre, *Greenwich Leisure Ltd, City of Westminster, UK*
Operations Manager, *The Nail Spa, Dubai, UAE*

for more news and jobs updated daily visit www.leisureopportunities.co.uk

Everyone Active Company News

Everyone Active

One million active customers. How?

30 mins activity
5 days a week

The new pledge will be achieved by data insight and an understanding of our customers activity behaviour, the introduction of a rewards programme and an innovative digital activity called *MyEveryoneActive*.



At this years Fitness Industry Association awards (FLAME) Everyone Active was awarded **2011 Leisure Operator of the Year**. This is the second year running that the company has achieved this accolade and is down to the dedication of all the staff at all the centres across the country.



New Leisure Centres

This year 6 new contracts have been won to manage a further 16 leisure venues in partnership with local authorities by Everyone Active. They include centres in Blandford, Sutton & Basildon which were all operational pre-summer. To follow will be Cambourne Sports Centre, Stratford Park Leisure Centre & 5 sites in Plymouth including the impressive Plymouth Life Centre. All in all a very good year for growth.

Join our winning team

Due to the expansion of Everyone Active, there are numerous job vacancies advertised on www.everyoneactive.com or now with [leisuremedia](http://leisuremedia.com) www.leisureopportunities.co.uk. We are passionate about our people. Employees are our greatest asset and it's our aim to develop them in a way that enables each individual to realise their potential.



In addition to the Leisure Operator of the Year award, Bob Halls, a member of staff who works at Everyone Active Mid Suffolk Leisure Centre, was awarded the **Future of Flame** award which recognises individual achievement and commitment to the fitness industry.



www.everyoneactive.com



GENERAL MANAGER - LITLEDOWN CENTRE

Bournemouth, Salary: c£40k

BH Live is a leisure and cultural trust established in 2010 to promote participation in leisure, culture and events across 6 sites in Bournemouth including the nationally recognised Bournemouth International Centre (BIC), the Grade II listed Pavilion Theatre and the award winning Littledown Centre. Our aim is now to build on our success and firmly establish BH Live as a leading organisation in the sector and secure a national reputation for excellence.

When you join BH Live as the General Manager for the Littledown Centre you will continue to build on the reputation of this Leisure Centre and seek opportunities to develop the business further in both the community and tourist markets. You will be a forward thinking leisure professional who is business driven with a "can do" commercial approach. This exciting role will provide inspirational leadership to a large team, as well as having overall responsibility for the business and operational performance of the Centre.

If you have the experience of a large wet and dry multi activity leisure centre, have managed a range of diverse teams, are a fully qualified Leisure professional and above all have the ambition and ability to inspire and grow the business, please apply by sending your CV with a covering letter to recruitment@bhlive.co.uk.

For further details please go to www.bhlive.co.uk

Closing date: 30 September 2011. Interviews will be held during the week beginning 10 October 2011



COACH SOCCER AND DEVELOP YOUR CAREER WITH THE NEW YORK RED BULLS

The New York Red Bulls of Major League Soccer are currently looking to add experienced coaches to our player development staff. Positions available are within our grassroots training programs for 2012.

APPLICATION CRITERIA

- Must have previous coaching experience
- Hold a recognized coaching qualification
- Be over the age of 21

UK INTERVIEW DATES & LOCATION

Lilleshall National Sports Centre, UK: November 18
Bisham Abbey Sports Center, UK: November 19 & 20

FOR MORE INFO & TO APPLY
EMAIL COACH@NEWYORKREDBULLS.COM OR VISIT REDBULLSACADEMY.COM

FOOTBALL COACHING - USA

Contracts in America

March-November 2012

July-November 2012

Summer (July-August) 2012

Plus full-time opportunities

Contracts include:

- Return flight, Visa, Salary & Bonus options, Transport, Petrol, Housing, full Under Armour kit, Plus The BEST Professional Development in the industry



MALE & FEMALE coaches motivated to work in the US. Individuals looking to improve & develop throughout the course of their contract.

Interviews throughout the UK and Ireland in October/November 2011

APPLY ONLINE NOW at www.UKELITE.com

Fantastic opportunities with Nexus Community

WORK FOR GLL-Nexus

**Career opportunities available throughout
Oxfordshire and Buckinghamshire**

We are a successful and expanding social enterprise that is always looking to recruit the best people to work with us to deliver an exceptional service.

If you are looking for a career path and have got what it takes to move our business forward then please visit our website www.nexuscommunity.org.

We offer a wide range of careers in the leisure industry including General and Duty Managers, Fitness Managers and Instructors, Leisure Assistants, Customer Advisors, Receptionists, Climbing Instructors, Sports coaches, Head Office functions and many others.

Don't delay-make contact today!



For more information & an application form please go to www.nexuscommunity.org or email joinourteam@nexuscommunity.org

For other queries, contact The Nexus HR Department at

Audio House, Progress Road, High Wycombe, Bucks, HP12 4JD.
Tel: 0845 543 5539 (messaging service)

CLOSING DATE: ONGOING

Nexus Community is a division of Greenwich Leisure Limited (GLL). "Nexus" means connected, hub, centre or focal point and we want to be at the centre of the communities we serve. We manage 25 leisure facilities and services on behalf of South Oxfordshire, West Oxfordshire, Chilterns and South Bucks District Councils and Henley Town Council.

We aim to improve the quality of peoples' lives by providing accessible, exciting and popular activities to everyone that lives and works in our areas.

GLL is the UK's most successful Social Enterprise and is one of the first recipients of the government's Big Society Award.

Nexus Community is a division of Greenwich Leisure Limited (GLL). GLL is an employee-owned charitable social enterprise that exists for the benefit of the community and is a non-profit distributing organisation.

We are proud to work with and provide services on behalf of:



We operate an equal opportunities policy



nexus
The Centre of Your Community

Email: joinourteam@nexuscommunity.org
Visit: www.nexuscommunity.org



WILDERN LANE, HEDGE END, SOUTHAMPTON, SO30 4EJ.

Part Time or Full Time Receptionist – we are looking for someone who can cope with many and varied tasks, whilst remaining calm, cool and collected. For further details please visit our website.

Casual Instructors – we have a variety of vacancies for Qualified Instructors for our Fitness and Swimming Classes. For full details of the classes, the schedule and the hourly rates of pay please visit our website.

Casual Leisure Assistants/ Lifeguards – we are looking for NPLQ qualified individuals who are available to lifeguard for our swimming sessions. For full details of the shifts available please visit our website. £6.08 per hour.

For full details on all the above posts and application instructions please see our website www.wildern.hants.sch.uk

Wildern School is committed to safeguarding children.

Closing Date: 4th October

REGIONAL SALES AGENTS



HEALTH AND FITNESS EQUIPMENT

This is an exciting opportunity to join an experienced team selling quality fitness equipment and accessories at unbeatable prices. FIT Quote has a number of regional sales agent positions throughout the UK and we want to hear from fitness professionals with great customer relationship skills looking for their next challenge.

The Sales Agent positions are commission based and we would anticipate your income should be in the region of 20k for high performing part-time work. Full-time 'sales animals' could be earning in the region of £60k p/a. You will also earn commission from on-line sales in your area even if you have not been involved.

Commercial sales experience and an interest in health and fitness would be an advantage. Great rapport building skills and a sense of humour are essential. Good IT skills would also be of benefit. We will give you all the help and support to achieve your maximum earning capabilities.

Please send your CV and covering letter to sales@fitquote.co.uk

St. Helen's



Assistant Manager (female)*

£21,000 pa

As a highly motivated and enthusiastic individual you'll assist with the day to day operation, and longer term, management of a successful dual use sports centre.

St Helen's Sports Centre serves the school during the school day and local sports clubs during the evenings and holidays. The Centre also runs a very successful learn to swim scheme with well over 400 swimmers.

You will need to demonstrate organisational skills, possess excellent communication and motivation skills and have a commitment to the provision of a quality service. Preferably with previous management experience, the right individual will be offered full training and given the opportunity to learn the necessary skills. The ability to set up/down sports equipment, operate and manage administrative processes plus demonstrate an understanding of computerised systems would be an advantage. You must be a strong swimmer and be able to work within a team as well as individually.

Flexibility with regard to working hours is essential as you'll be working on a shift system with 7am starts and up to 9:45pm finishes.

Closing date: 7th October 2011

* Post open to women only (section 7(a) (e) Sex Discrimination Act 1975 applies).

For an application form and job description please go to www.sthn.co.uk/jobs

For the welfare and security of our girls this post will be subject to full employment references and an enhanced CRB check.



Warwickshire College

Hourly Paid Lecturer in Fitness Henley in Arden

6-9 hours per week on Wednesdays and Thursdays

£22.49 - £28.54 per hour

Ref: P520

Closing Date: Sunday 2nd October 2011.

To find out more and apply visit www.warwickshire.ac.uk.

If you are unable to apply online call 01926 318243.



Warwickshire College – 6 centres of excellence in education

Leamington | Rugby | Moreton Morrell | Pershore | Henley-in-Arden | Warwick

Facilities Manager

Competitive salary + benefits

West Bromwich Albion is a well established professional football club with a proud heritage.



Reporting to the Head of Facility Operations & Development, you will assist in the day to day running of the club's facilities, including The Hawthorns and Training Ground. The role will be based at both locations, ensuring that all areas are maintained to an extremely high standard, as well as overseeing a number of facility related contracts.

You will be able to demonstrate a proven track record of managing similar facilities, ideally in a leisure environment.

It is essential that you are self disciplined, highly organized, prepared to "go that extra mile" and have the confidence to make a real contribution.

Further information is available on request

by contacting katy.twine@wbafc.co.uk

Applicants should apply in writing stating current salary to Katy Twine, Administrator, The Hawthorns, West Bromwich, B71 4LF

CLOSING DATE
12 noon 7th
October 2011

Qm
Queen Mary's College

**Build a learning
community with us...**

Queen Mary's is a large successful sixth form, pleasantly situated near the centre of Basingstoke in thirty acres of parkland and playing fields. This lively College has excellent facilities, including a professional theatre, a sports centre and a newly-built specialist Art and IT building. A new £12.8m three-storey facility designed to house Science, Humanities, Sport and students with learning difficulties and disabilities opened in January.

Sports Centre Manager

Salary: £29,872 to £31,393 per annum

37 hours per week according to a shift pattern that will include evening and weekend working.

The College employs two Centre Managers who share the oversight and general management of the facilities. You will have experience of working in a similar setting which may include swimming pool, gym, all-weather sports pitches and other provision. Experience of managing staff and budgeting is essential. The Sports Centre customer base includes students, college staff and the general public.

Closing date for receipt of completed application forms: noon on Tuesday, 27th September 2011.

Application form and job description can be downloaded from www.qmc.ac.uk/job-vacancies or email jobs@qmc.ac.uk

The College is committed to equalities, diversity and inclusion. A member of Hampshire Sixth Form Colleges partnership.

www.qmc.ac.uk

Goals 'satisfied' with H1 trading

Goals Soccer Centres managing director Keith Rogers has announced that he is "satisfied" with trading during the first half of 2011, after sales grew 11 per cent to £14.7m.

For the six months to 30 June, the five-a-side football facility operator saw a 3 per cent increase in like-for-like sales and 8 per cent growth in adjusted pre-tax profits.

Four new locations opened during the six-month period, while a new modular build concept is currently being trialled in the development of its latest site in Chester.

The group has confirmed that two of its scheduled openings for this year have now been put back until 2012 in order to evaluate the success of its modular concept.



Goals Soccer Centres is currently trialling a new modular build concept

Rogers said: "The opportunity to maintain a strong rollout strategy while reducing costs and shortening build time will significantly improve our business model going forward."

Deregulation planned for entertainment licensing

Tourism minister John Penrose has confirmed plans for a "wholesale deregulation" of UK entertainment licensing as part of the government's wider 'Red Tape Challenge'.

Under the proposals, parts of the Licensing Act 2003 requiring people have to apply – and

sometimes pay – for licenses are to be scrapped for events where there is "little or no risk".

Activities that could benefit from the plans outlined in the Regulated Entertainment consultation document will include pubs, restaurants and bands playing in public parks.

Everyman Cinemas secures ninth site

Everyman Cinemas has expanded its portfolio after completing the acquisition of a new site in Maida Vale, London, which is scheduled to open its doors in November.

The 5,000sq ft (465sq m) Sutherland Avenue venue was purchased with the help of London-based property agents Shelley Sandzer and formerly housed a bar.

Having remained vacant for the last four years, the property will now be refurbished to offer a two-screen cinema with a bar and a food offering. It will be Everyman's ninth site, with the company operating other cinemas in location such as Baker Street; Belsize Park; Reigate and Walton-on-Thames.

The independent operator launched its first site in Hampstead in 1993 and acquired another independent chain – Screen Cinemas – in March 2008. Other Everyman Cinemas



Maida Vale will expand Everyman's portfolio to nine

locations include Winchester and the Screen on the Green in Islington, as well as Oxted.

Shelley Sandzer's Casey Phillips said: "The catchment area spans St John's Wood, Warwick Avenue, as well as Maida Vale itself; so it fits both geographically and demographically."

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